## Vendor Panel

- What is in it for the vendor for providing checklists?
  - Make good business sense
  - Create an environment where people feel safer to use the IT product, e.g., WEP/wireless
  - Vendor and consensus supported checklists are easier to support

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## Vendor Panel

- What incentives do we need?
  - Logo
  - Publicity
  - Guidance
- Can checklists increase demand for product?

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## **Vendor Incentives**

- A typical user may consider the existence of a checklist to be a significant factor for purchase of a product.
- Depending on environment, a checklist may augment the commercial value of the product.
- E.g., a checklist for a product in a highsecurity environment vs. SOHO.

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